

IA-1977-SUMMER



IOWA ARCHITECT

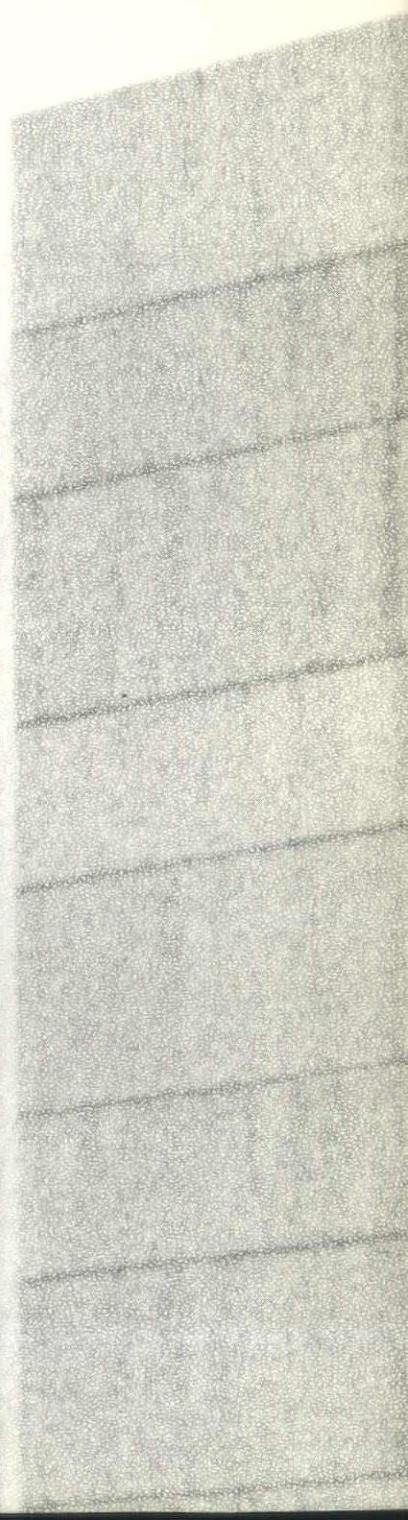
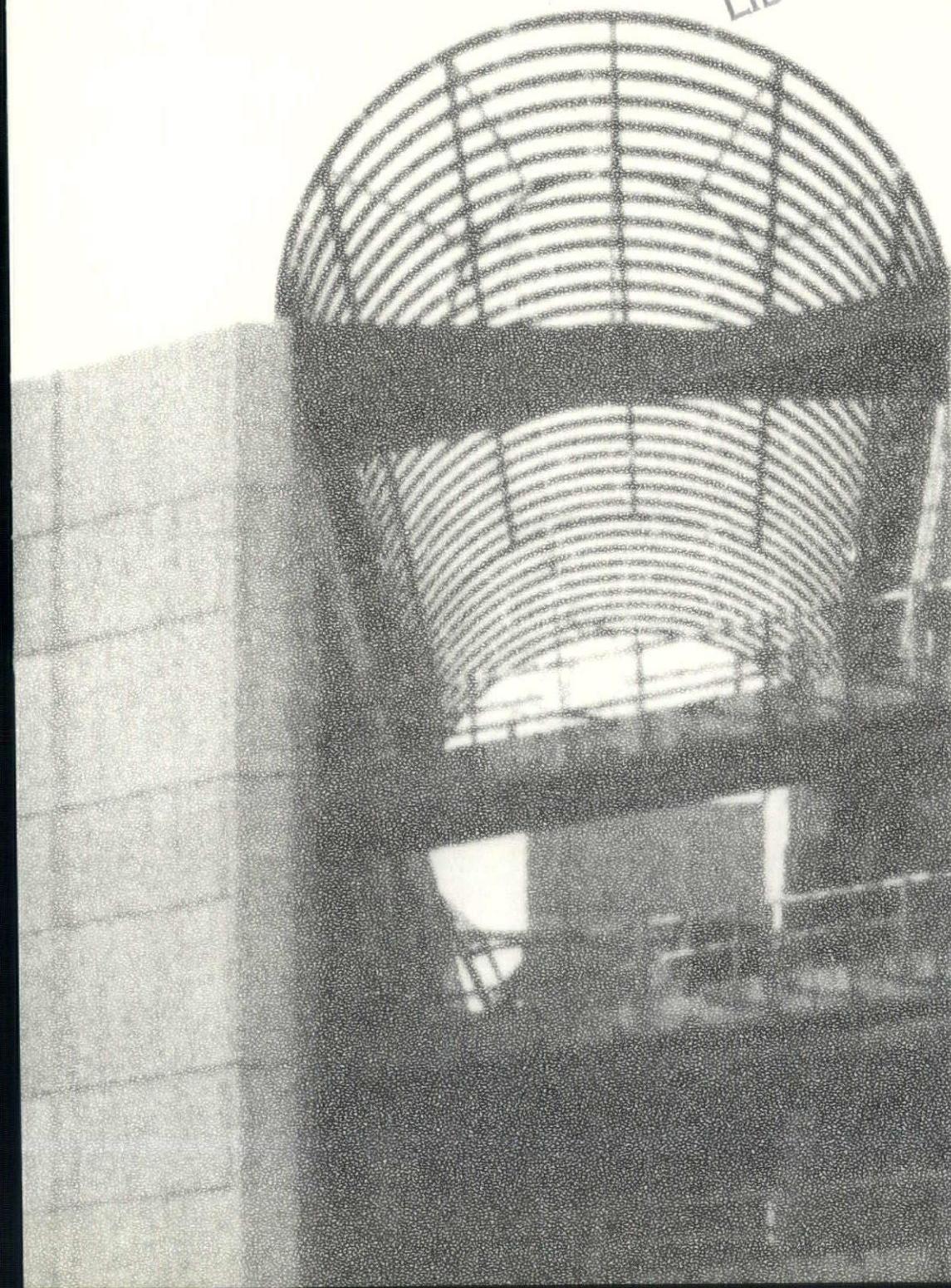
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Summer 1977

Iowa State University Issue

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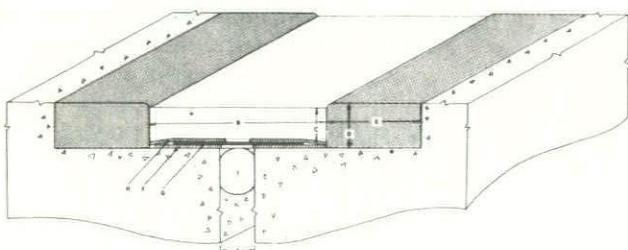


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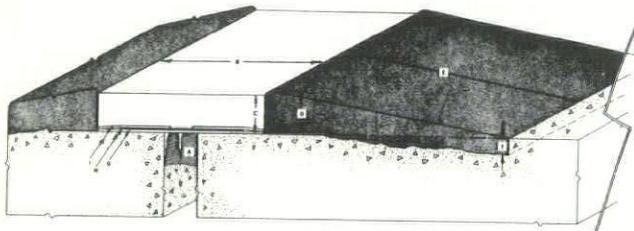
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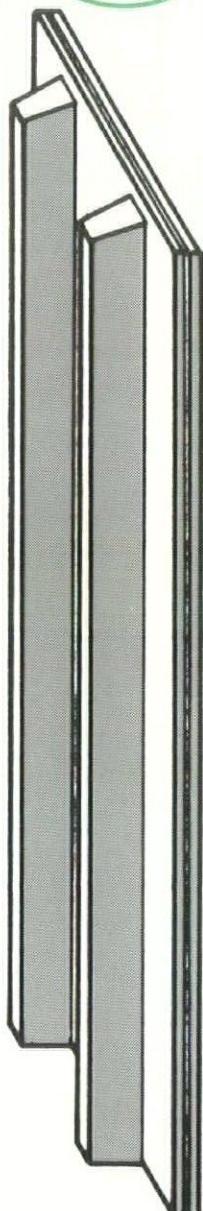
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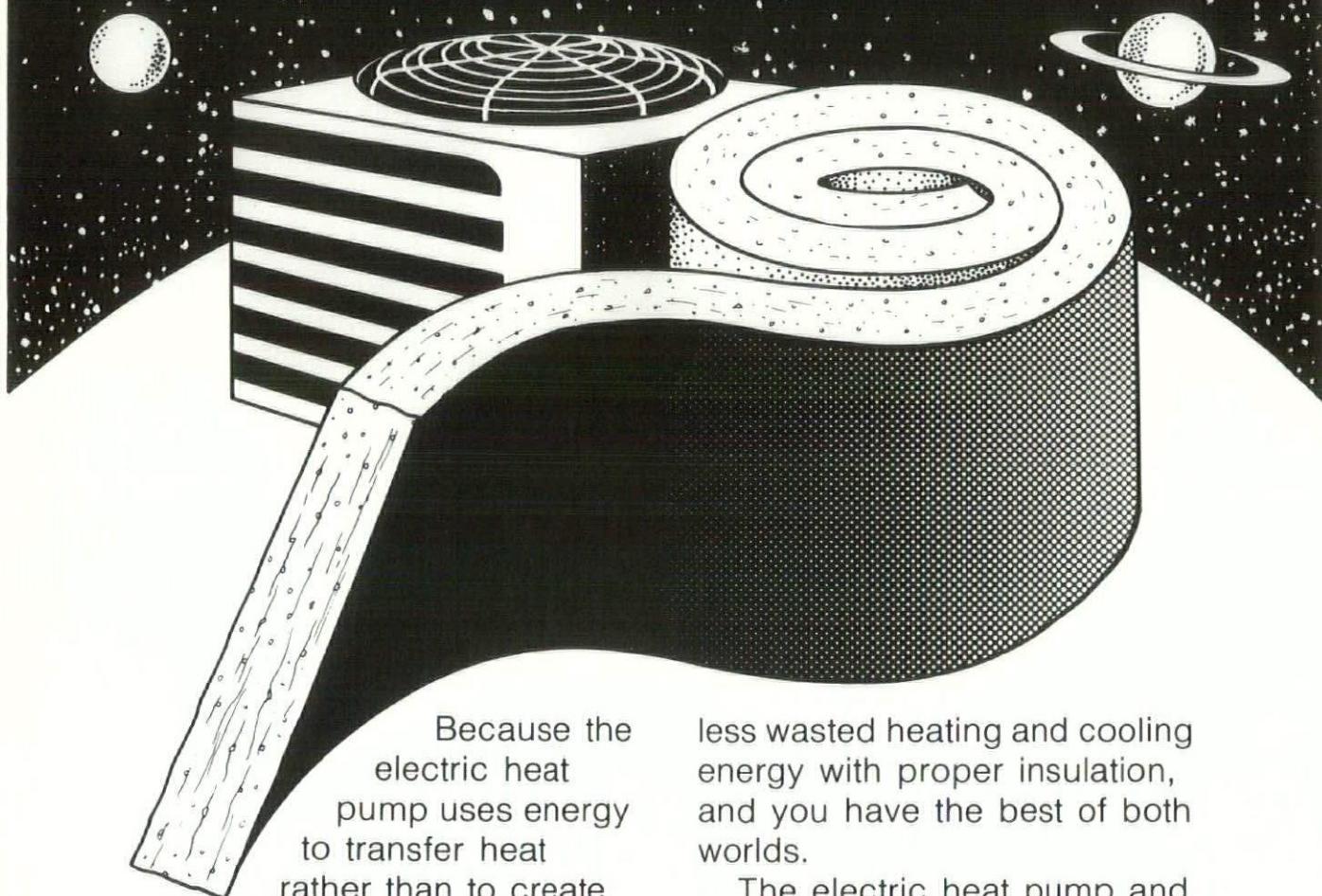


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ia

IOWA ARCHITECT

Volume 24 Number 2
Summer 1977

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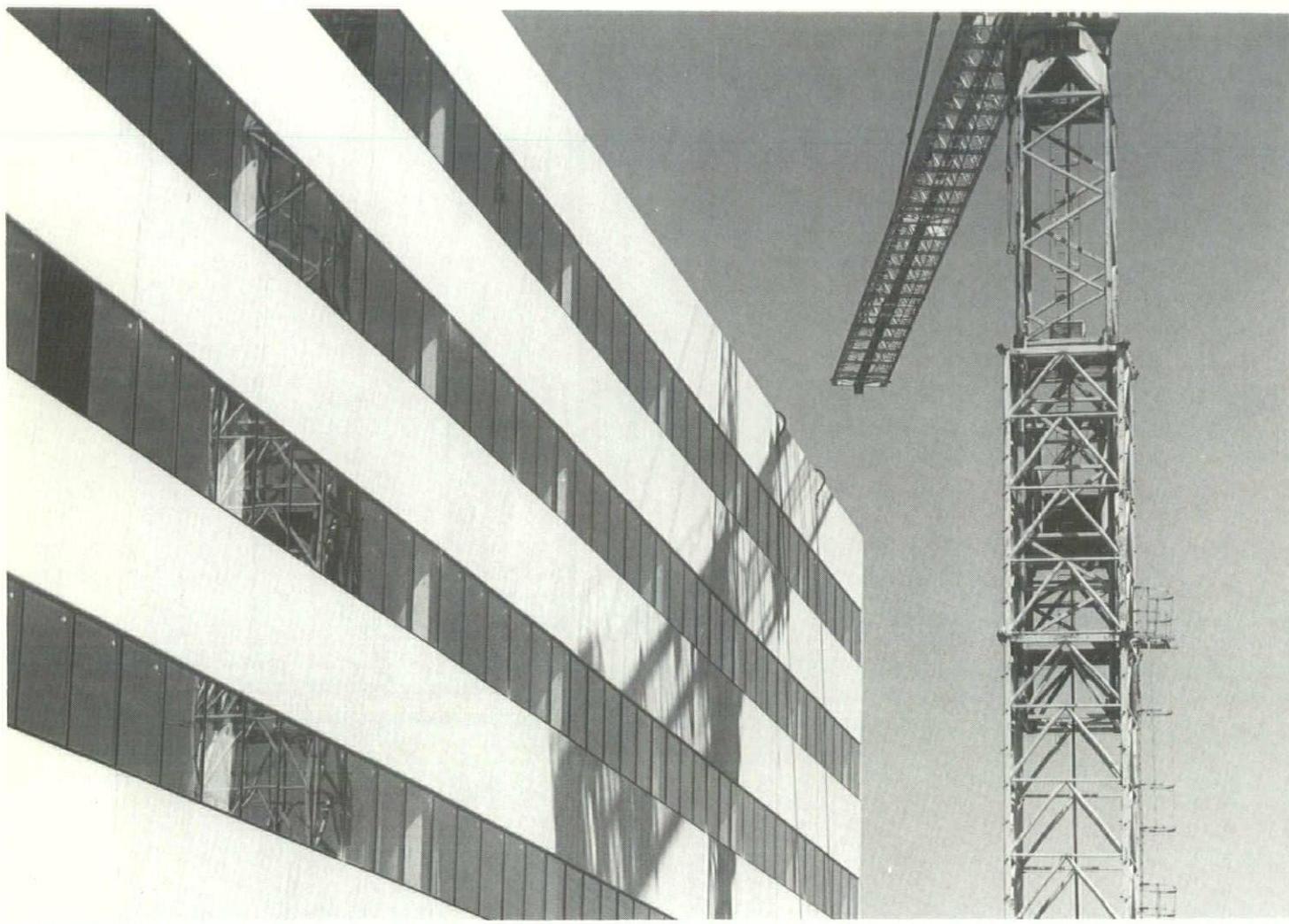
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Department Programs
Learning From Tapiola



Kathleen A. Saccopoulos

The Design Center Building

The new Design Center Building will house the proposed College of Design. The Department of Architecture will be joined in the facility by the depart-

Architect: Charles Herbert & Assoc.

ments of Applied Art, Landscape Architecture and Community Planning.

architecture i.s.u

Education and the Forces Shaping The Role of the Architect

Sanford R. Greenfield

Some architects perceive an important role for members of their profession in the design of materials, parts, and components of the building industry. This group argues that there are roles to be played which would not only give them more control over the building process, but which would also improve the quality of building. Some believe that architects would have more influence over the building process if the value systems of architects and industry were congruent. But it is not clear how to accomplish this—whether it is the task of the schools, the profession, the building industry, or others. And much remains still to be done to improve communication between the profession and manufacturers of building products.

A difference of opinion exists among architects as to what their distinctive skills are. Two views are predominant. One holds that the profession must change in a way that expands the range of skills associated with the title "Architect"; a second view holds that the key to professional identification and survival is to narrow the band of services, increase the quality, and allow the present trend to continue in which other disciplines take over some of the functions once experienced by architects.

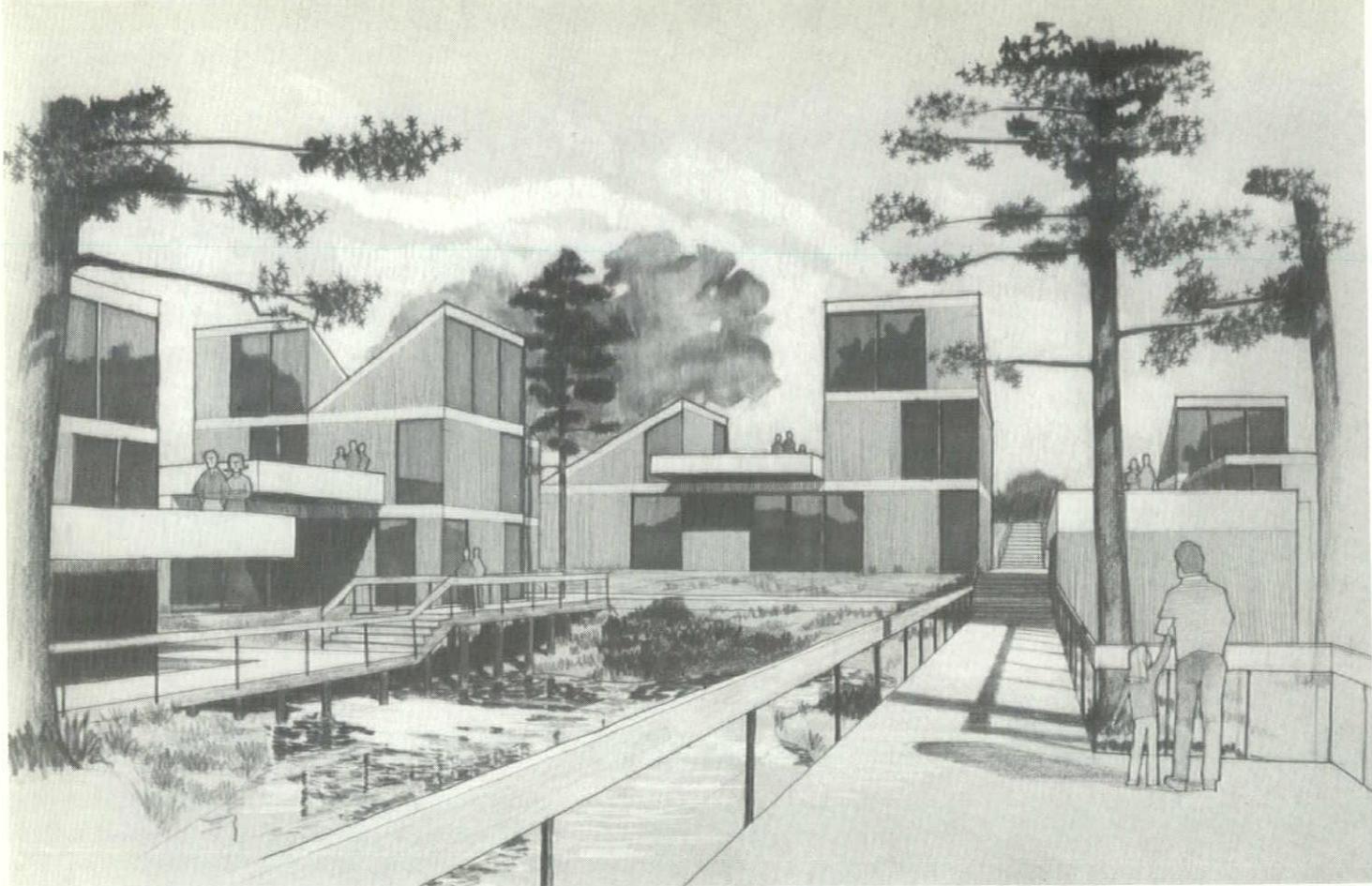
Recent years have seen an almost continuous dialogue over the name of the professional: "architect," "Architect," "Environmental Designer," "Planner," "Urban Designer," "Problem-solver," "Architectural Engineer." Accompanying this debate has been the question of broadening the licensing statutes to include other actors under the legal title of "Architect."

A feeling of defensiveness and uncertainty prevails about the future of the profession among architects all over the country. At the A.I.A. convention in 1976, the delegates debated the advisability of changing the ethical standards of the association in order to give the profession a more competitive edge with other actors in the building process. In recent years, the National Council of Architectural Registration Boards has continually reviewed requirements for entry into the profession, focusing on basic skills and normative modes of practice. The minutes of a meeting of the A.I.A. Board of Directors in 1975 show that the President of the Association of Collegiate Schools of Architecture believes that the 30,000 students currently in schools of architecture in the United States are out of proportion to the 60,000 registered architects now practicing (and to the number of new architects which the country could absorb.)

The participants perceived that a new concept of the public interest has been emerging in the last half of the 20th century which demands architectural services for a new and broader segment of society. It is not the elite clientele whom the architect has almost exclusively served in the past, but the consumer drawn from the population at large whom the architect must serve today. This emergence is the consequence of a permanent shift of power in society toward more pluralistic and democratic values. The issue for design professionals is their need to re-examine their education, training, and traditional practices, which have been geared to serving the

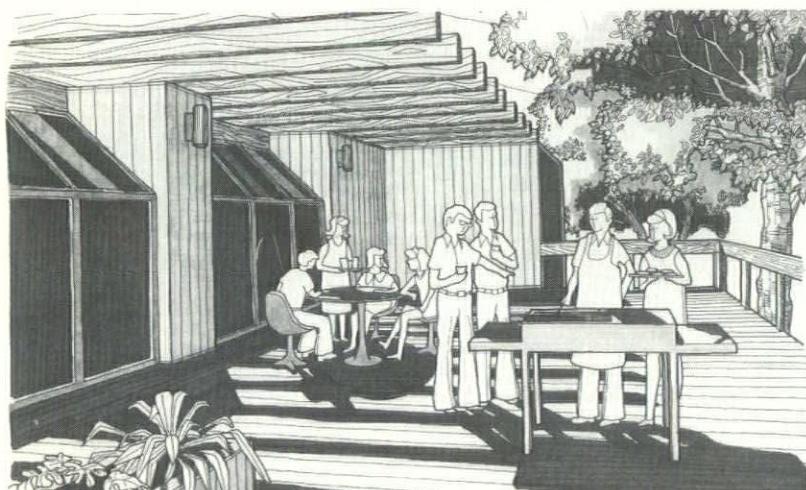
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future



Modular Apartment Design

Scott Marlof



Patio Design & Delineation

Stanley Carman

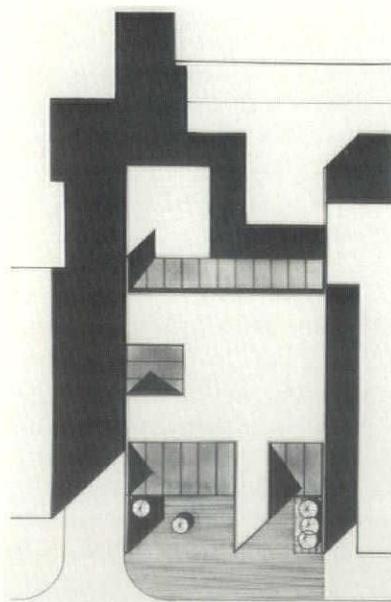
The Undergraduate Program combines and coordinates the four major study areas of Design, History, Technologies and Structures. These Examples represent the synthesis of those four areas.

undergraduate

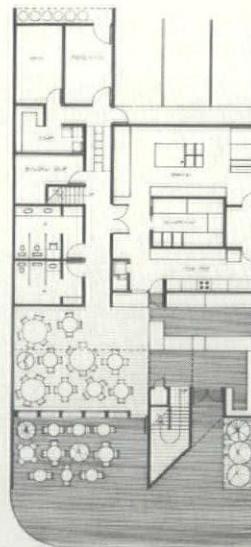


An Ames Delicatessen

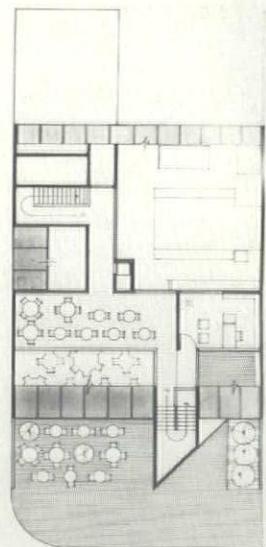
Jay Baker



Upper Floor Plan

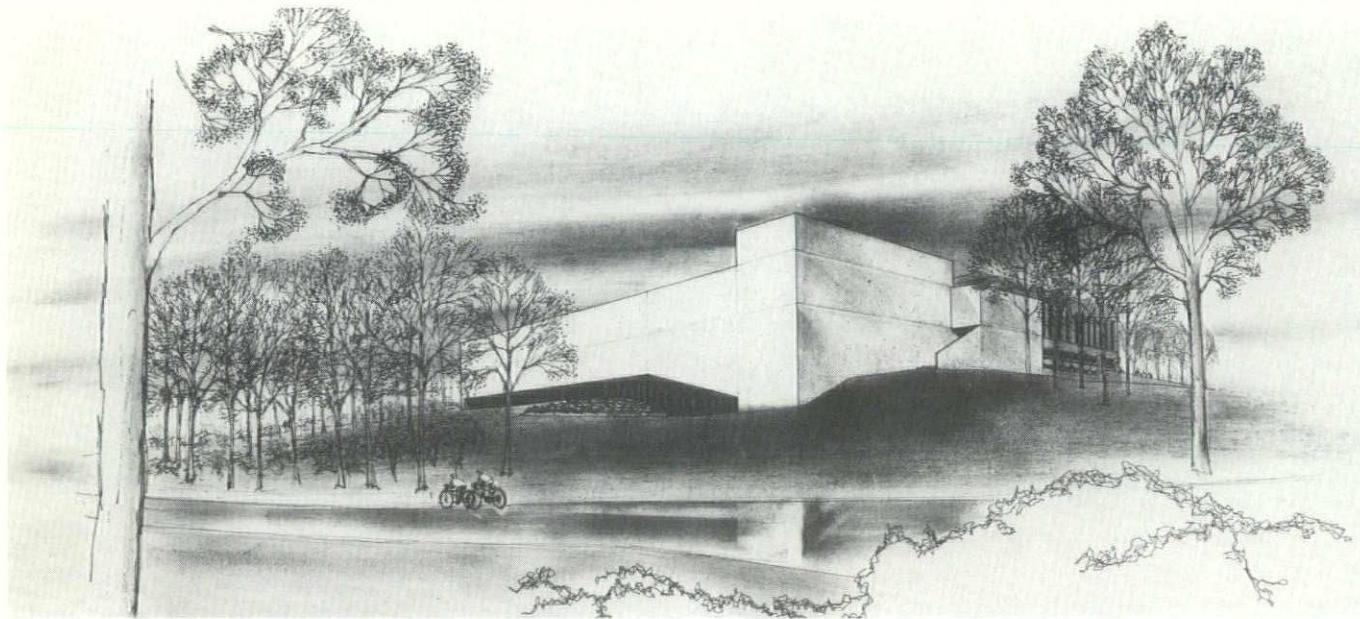


First Floor Plan



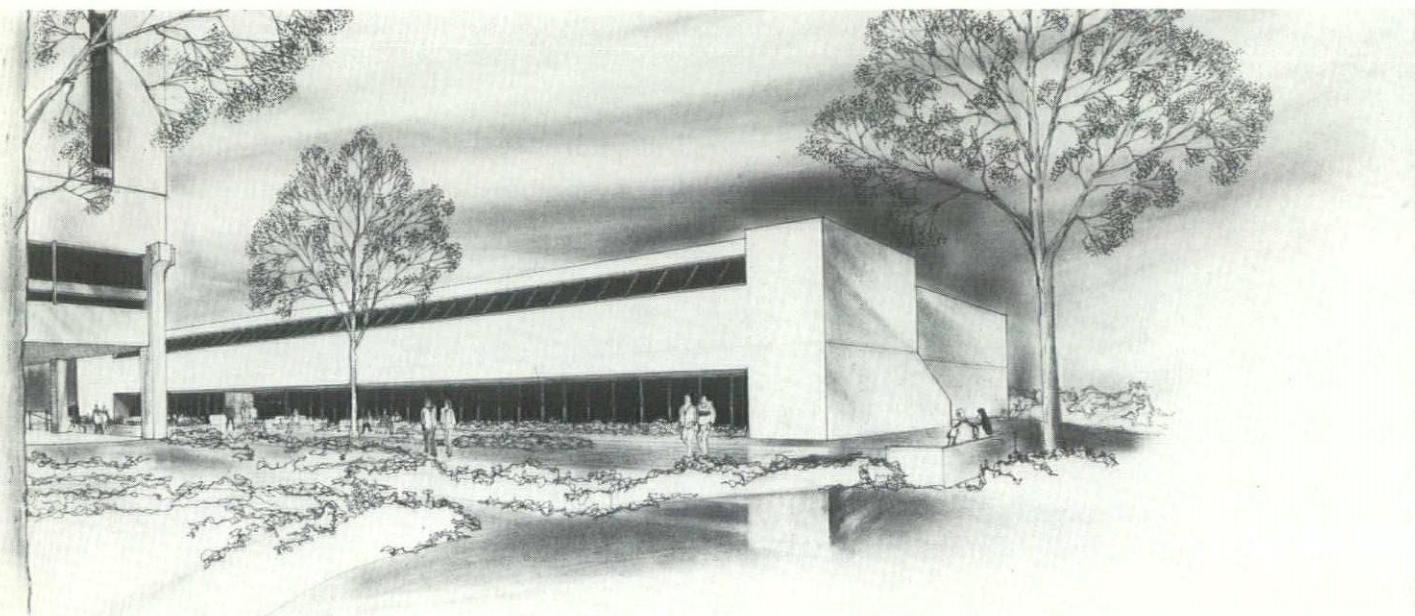
Site Plan

design



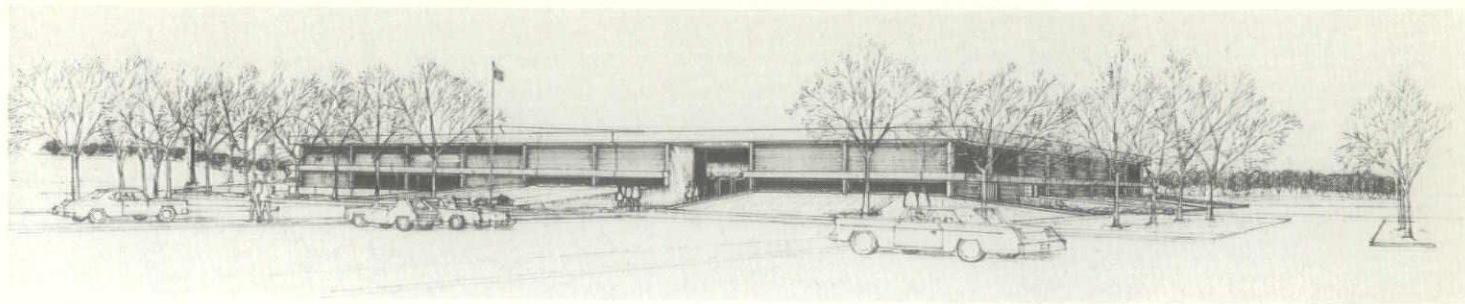
Music Facility/ Iowa State University
View from Southeast

Steve Gray



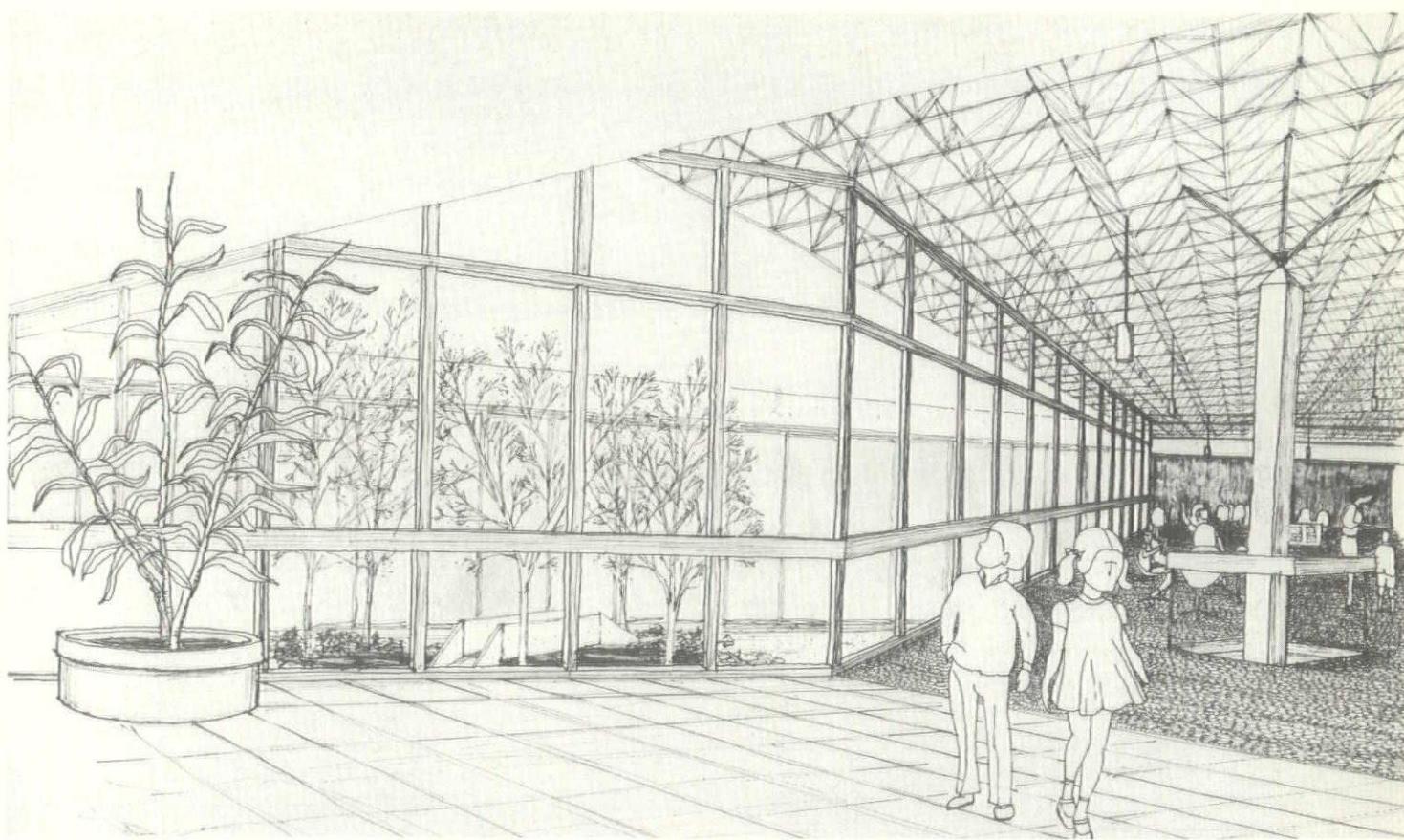
View from Northwest

graduate



Exterior Perspective

Steve Gray



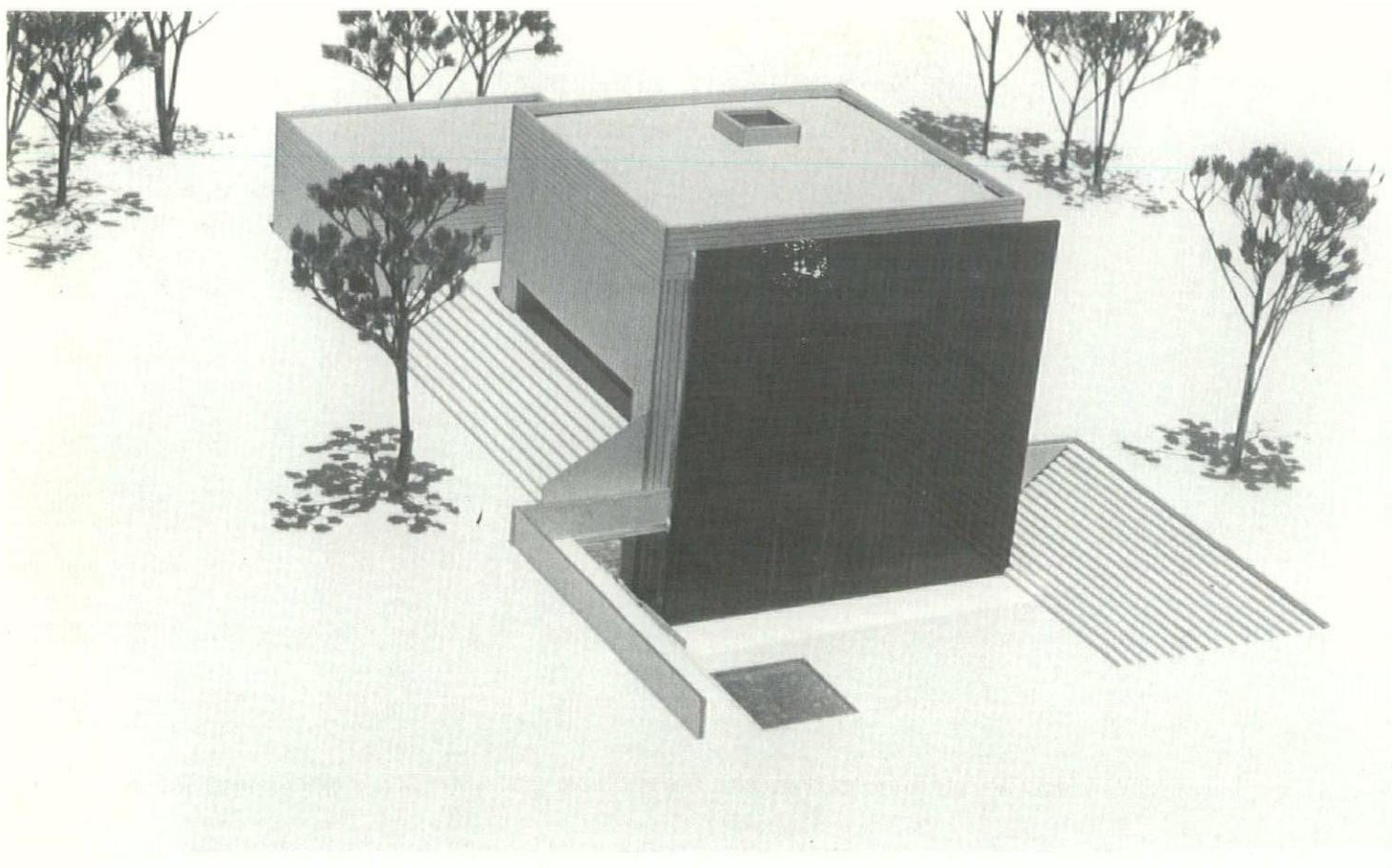
Interior Court

An Elementary School

The Graduate Program concentrates on research and complex building projects allowing the student

to develop his or her specific talents while receiving advanced training for the profession of architecture.

design



I.S.U. Research House

Ames, Iowa

The I.S.U. research Solar-Electric house began as a research project funded by the Iowa Power & Light company of Des Moines and Iowa State University. The project, headed by Ray Crites F.A.I.A., was designed by Mr. Crites, Paul Sidles of Physics, and Dave Block of Architecture, to be an energy conserving residence incorporating solar energy for as

much of it's energy demands as was practical. The project is currently headed by Ray Crites and Dr. Jim Woods, Mechanical Engineering and Architecture, and includes several different mechanical system variables. This working laboratory will facilitate system comparisons and indicate the economic value of various solar options.

faculty



Paul Shao, sculptor, artist, and author (Dept. of Architecture) has researched, correlated, complied, and organized over 5800 photos and drawings of Asian and South American artifacts into a book recently published by Iowa State University Press. His research draws startling parallels between the two culture's art and makes an immutable case for trans-pacific cultural diffusion.

Research. Several faculty members have been conducting research encompassing a variety of subjects and scope during the academic year. These research projects are either nonfunded or funded for equipment and materials only. In the absence of research appointments to provide faculty release time for research, research projects have been conducted on a nonrelease time basis. In Fall 1976, the Department became a member of The Architectural Research Centers Consortium, Inc. (in Washington, D.C.), consisting of approximately 14 other affiliates, a business venture created to undertake large-scale architectural research projects that are national in scope and which may include regional variables.

Following is a roster of funded research projects and proposals made by faculty for funding during the academic year.

Projects (funded and) Conducted

Principal Investigator/s & Project Title

John Maves: The Study of Art Deco in Modern Architecture in Iowa.

Christos Saccopoulos: Morphological Properties with Architectural Implications of Regular and Semi-Regular Solids

Determinants of Form in Pre-Industrial Settlements

Walter Toporek: Built Form Process II

Wesley Shank: The American Farm House of the Jacksonian Era

Paul Shao: Border Design in Textile, Ceramic and Architectural Facade Decoration

Robert Findlay: Suuntariivatapiola (Meaning: Follow the Lines Laid Down by Tapiola)

Sydney Robinson, Joan Nassauer (LA & CP), Cathy Saccopoulos (Journalism): Design Center Construction Photography

Sanford R. Greenfield: HUD Design Awards Program

James Woods: Ventilation Requirements and Energy Conservation in Buildings Owned or Operated by State of Iowa
Energy Research House
Bio Environmental Engineer Training

research

LEARNING FROM TAPIOLA

The Architecture Foreign Study Program

Robert A. Findlay
Assistant Professor

Seventeen architecture students participated in the most recent foreign study program during the Fall, 1976 term. The program is planned as a five-week European tour followed by a five-week residency during the students' senior year. Students are required to develop comparative studies appropriate to the countries to be visited as well as to participate in a design studio conducted during the foreign residency.

A unique feature of the Iowa State program is the department's encouragement of a two-way exchange with foreign universities. The 1974 program, based at the Warsaw Technical University, was complemented by a visit during the Fall, 1975 term by a group of Polish architecture students. Similarly, the Fall, 1976 program based at the Helsinki University of Technology was followed by a visit to Iowa State by architecture students and faculty from Finland during May of this year. The 1977 program will include a residency at the University of Leeds, England, after a tour of western Europe.

During the 1976 residency in Finland, an investigation of one of the most successful new towns, Tapiola, was conducted. The faculty felt that there were lessons to be learned from Tapiola which could apply to architectural practice in the near future in America, as the impact of energy scarcity forces a way of life not unlike that of the Scandinavians today. Although the standard of living in Scandinavian countries is at a similar level or exceeds that of the United States, studies have shown that their energy consumption, per capita, is about half that of Americans.



Stanley Carman

Tapiola was developed by Asuntaatio, an association of trade unions, welfare societies and other private interests, during the 1950's, largely under the direction of Heiki von Hertzen, in response to a post-World War II housing shortage. The community was researched, discussed, lived-in and explored by the students with a goal of discovering its origins, design philosophies and architectural features which contribute to its apparent success.

The Tapiola town plan includes concentrated services such as the infra-structure of utilities and roadways, nearby employment, goods and services and clustered housing. Although Tapiola appears to be a green Garden City, eighty percent of the dwelling units are in multi-family and only twenty percent are in low-rise structures. Employment, accessible on foot, was desired for all wage earners within the community. There are more jobs in Tapiola, today,

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department

Programs

ASC/AIA

The Departmental student organization is a member of the Association of Student Chapters/American Institute of Architects (ASC/AIA) and has been actively involved in several activities. During Fall and Winter quarters the ASC/AIA at Iowa State organized two "film festivals" and sponsored a guest lecturer, Charles Herbert, architect in Des Moines, in Fall '76. The students have been publishing their newsletter and have sponsored a student design competition for a VEISHEA display this spring. The student organization is also planning toward a potential regional conference of the ASC/AIA to be hosted at ISU in 1979.

VISITING LECTURERS

The Department sponsored several off-campus speakers to speak to students and faculty during the academic year. In Fall 1976, R. Buckminster Fuller was the keynote speaker during the E-Week. His lecture was partially sponsored by the Department. Also, in Fall 1976, Julius Shulman, the nationally known architectural photographer, spoke in the Department. During Winter 1977 the Department sponsored John Kujac, architect in Des Moines; Paul Spieregen, nationally known urban designer; and Mark Wilterding, architect in Des Moines consulting in computer applications for a total of four lectures. The lectures were well attended and educationally valuable. In Spring 1977, to date, the Design Center has sponsored the visit of Gary Stonebraker, architect and design research consultant who formerly held the position of the Vice-President of the

American Institute of Architects Research Corporation and Paul Muldawer, urban designer from Atlanta, Georgia.

PAB

The Department continued to maintain its relationship with the practicing profession through its activities with the Professional Advisory Board. Current board members include: Richard D. McConnell, Chairman (Cedar Rapids), Willis E. Schellberg (Forest City), William M. Dikis (Des Moines), Scott Stouffer (Des Moines), William Love (Kansas City), Stanley How (Omaha), John Buenz (Chicago), and Norman Wirkler (Dubuque). The board has held its regular (quarterly) meetings in the Department which provided a venue for meaningful discussions and exchange of ideas on a multitude of subjects including curriculum, degree options, enrollment, employment opportunities, educational standards and the future College of Design.

PLACEMENT

Graduates with the professional degree (M. ARCH.) have all found appropriate employment. Many of the four-year pre-professional degree (B. Arts) graduates have found employment with a variety of employers in the building industry including architectural firms.

The Engineering Placement Office conducted a survey during last summer which obtained information on limited sample of alumni about their employment. This survey is available in the Department for reference.

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programs

Education

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needs of societal groups no longer in the locus of urgent problems that need to be solved.

Some of the attendees felt that the public is wary of the goals of the architect, misunderstanding the architect's role, ability, and responsibility. These participants perceived an incongruence between what the public "expects" architects to do, and how they "actually" perform. So it is not surprising that the client is frequently dissatisfied with the services of the architect.

One of my last acts of service to The Boston Society of Architects, prior to coming to Iowa, was to plan and participate in a conference that provided a forum in which architects and other actors in the building process could present their problems, interests and concerns regarding the profession and education.

The invited participants included architects, engineers, contractors, educators, government personnel, client and user groups, and students. The following is a summary of their perceptions of the problems they see confronting the design profession now and in the future. Do they match your perceptions?

The conference was held at a time when numerous economic and political factors were impinging on the profession simultaneously. External forces have been impacting the profession for almost 30 years, but until recently their effect has either been dampened or gone unnoticed due to the almost uninterrupted growth period which began after World War II and lasted through a decade of unprecedented economic development and expansion in the 1960's. New players have entered the building field, many of whom do not share the same ethical standards as the traditional practitioner. Shifts in power have occurred from the elite to a broader segment of society; societal values have changed or are changing and are diverging from the architect's traditionally accepted values; and there has been a loss of credibility by the public of professionals to perform competently. The regulatory role of government, the design review role of the communities, and the growth of large, capable in-house professional staffs of private and public institutions have emerged in recent years. All of these phenomena have been affecting the profession, and in the current crisis milieu they have become the focus of intense concern.

Other notable changes inside and outside of the profession have taken place as well. In recent years, the A.I.A. has modified its ethical standards to permit architects to develop building projects in which they serve as their own client; while different arrangements exist by which this is accomplished, little is yet known about the outcome of this new practice. Another development is that government agencies and regulatory authorities have insisted that architects compete on the basis of fee. Some

architects have accepted this imposition as a means of expanding their market, but others have expressed uncertainty about its impact on the quality of services.

Despite the fact that the marginal financial structure of architectural firms has been under review for many years, there has been little visible improvement. Ninety percent of practitioners work out of small, private business organizations which are under-capitalized. These firms are highly sensitive to the slightest fluctuations in the economy; work loads are cyclic in character--not unlike farming in some ways, but less profitable. This situation continues to be a source of concern and discussion.

Some perceived the client's stereotype of the architect as someone who only designs buildings--new ones. The client sees other actors in the building process--not the architect--as solving energy problems and specializing in rehabilitation and re-design of existing buildings, site planning, feasibility studies, economic modelling, interior space planning, construction management, behavioral analyses of building users, etc.

Both public and private institutional clients utilize in-house staffs for planning and design. While raising the organization's level of expertise, these in-house staffs often place heavy restrictions on the activities of the outside design professionals whom they hire, creating demands on the private professionals which affect both their style and their method of practice.

The dominant professional need is to increase the contribution of the design professional to the building process. However, opinions differ as to how this increased role may be undertaken. In the view of some participants it is the design role, fundamental to the architect's education and training which should be emphasized, because to drift too far from this role is to risk over-extension into areas of incompetence. Traditional architectural values provide a counterforce that can fill the void that has been created by the growth of the management role of other actors and its recently increased importance in the building process.

According to others, new players entering the field of building, with new skills such as value-engineering, construction management, and design-build capabilities, are receiving greater responsibility and a larger share of society's trust than design professionals. Architects, forced into competition by these new players, are not adapting to the role changes required of them and are having difficulty dealing with problems which are unfamiliar and non-traditional. In the view of these participants, therefore, the architect must develop the skills necessary to manage diverse groups of people and complex sets of problems. Weakness in management skills threatens both the survival of the profession and the private firm. The disassociation of the architect from

continued on page 18



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Education

continued from page 16

design, construction documents, and building itself is a major problem. The traditional framework of separate actors in the roles of client/architect/builder is an inadequate solution to today's complex environmental problems. While the architect's traditional skills are the ability to synthesize, societal problems require a synthesizing process that includes more than "putting a building together." Other actors, for example, from the disciplines of law, business, engineering, exhibit an ability to develop a total package that "puts everything together."

Many design professionals see a need to increase communication between themselves and other actors in the building process, such as engineers, mortgage lenders, developers, building owners, and government regulators, about the range of issues with which they are concerned. These practitioners believe they need to close the gap which exists, not only among the design professionals but with the client-consumer as well.

The above perceptions are just a few of the many that were recorded by the participants. In designing an educational program we must be aware that student entering Iowa State University in 1977 must be prepared for practice as an architect in 1987. Our concerns in education must therefore include those forces which will shape a new role for the architect of the future.

Tapiola

continued from page 14

than there are wage earning residents, but only fifty percent of the employees live in Tapiola. One reason for this is that two-thirds of the original move-ins were from central Helsinki and have continued employment, professional and social ties with the central city.

Tapiola was planned to have a diverse social structure accommodating a wide range of income groups, occupations, education levels and ages. Some external forces, however, are causing Tapiola to homogenize. Other suburbs have not learned from Tapiola and are not as attractive in planning nor in the conservation of energy or natural features. The presence of the Technical University and a major petroleum institute nearby, as well as the designation of the Tapiola high school as the college-preparatory school in a regional education system have resulted in a growing percentage of white collar residents. As a result, real estate values have risen; pricing the housing out of the range of lower income groups employed in much of Tapiola's industry.

As Tapiola approaches twenty-five years of age, it remains physically very much as it was designed. The physical environment has not been altered, defaced nor rejected by its inhabitants. Perhaps it continues to satisfy its inhabitants as it continues to be a desired living environment in the Helsinki area.



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SCHOLARSHIPS

Several students received Departmental and College of Engineering scholarships during this year. Following is a listing of these students and the scholarships received by them:

College of Engineering Scholarships

Godfroy, Robert	Mayerhoff Trust Scholar.
Lanser, Milton	Mayerhoff Trust Scholar.
Perkins, Timothy	Mayerhoff Trust Scholar.
Christenson, Stu.	Alcoa
Anderson, Keith	Catt-Lane-Wells

Department of Architecture Scholarships

Smith, Robert	DDDK & G
Oberlander, Alan	Leo Daly
Dunston, Dennis	Alumni Tuition Scholar.
Smith, Wayne	Leonard Wolf Research Award (to be awarded in phases subject to subsequent approvals)
Johnson, Robert	Leonard Wolf Mem. Award

DESIGN COMPETITIONS

The Department conducted its annual Shirrey Tuition Scholarship competition participated by seniors enrolled in Arch 411 (Design) during Winter 1977. The

winners of the competition were:

Greving, Thomas	First Prize
Robinson, James	Second Prize
Glab, Charles	Third Prize

The seniors enrolled in Arch 411 also participated in the 1977 Reynolds Aluminum Prize competition. The Department is pleased to acknowledge two Department winners:

Glab, Charles
Greving, Thomas; Bright, Edward; and
Reis, Robert V. (Team Entry)

Award of Merit

Ray Greco was one of twelve finalists in an international student competition organized for the U.N. Human Settlements Conference.

CONTINUING EDUCATION

The Department continues to implement its active program on continuing education through the Architecture/Engineering Extension. The programs also provided an excellent opportunity for the faculty and students in the Department to participate.

In addition, the Architecture/Engineering Extension continued to offer the "Intern Architects" program which has been well received. During the 1976-77 academic year, six Intern Architect workshop programs were offered.

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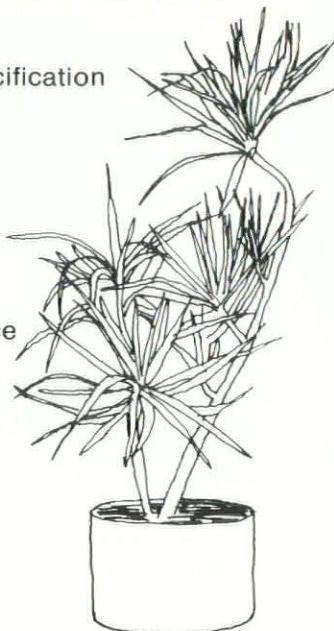
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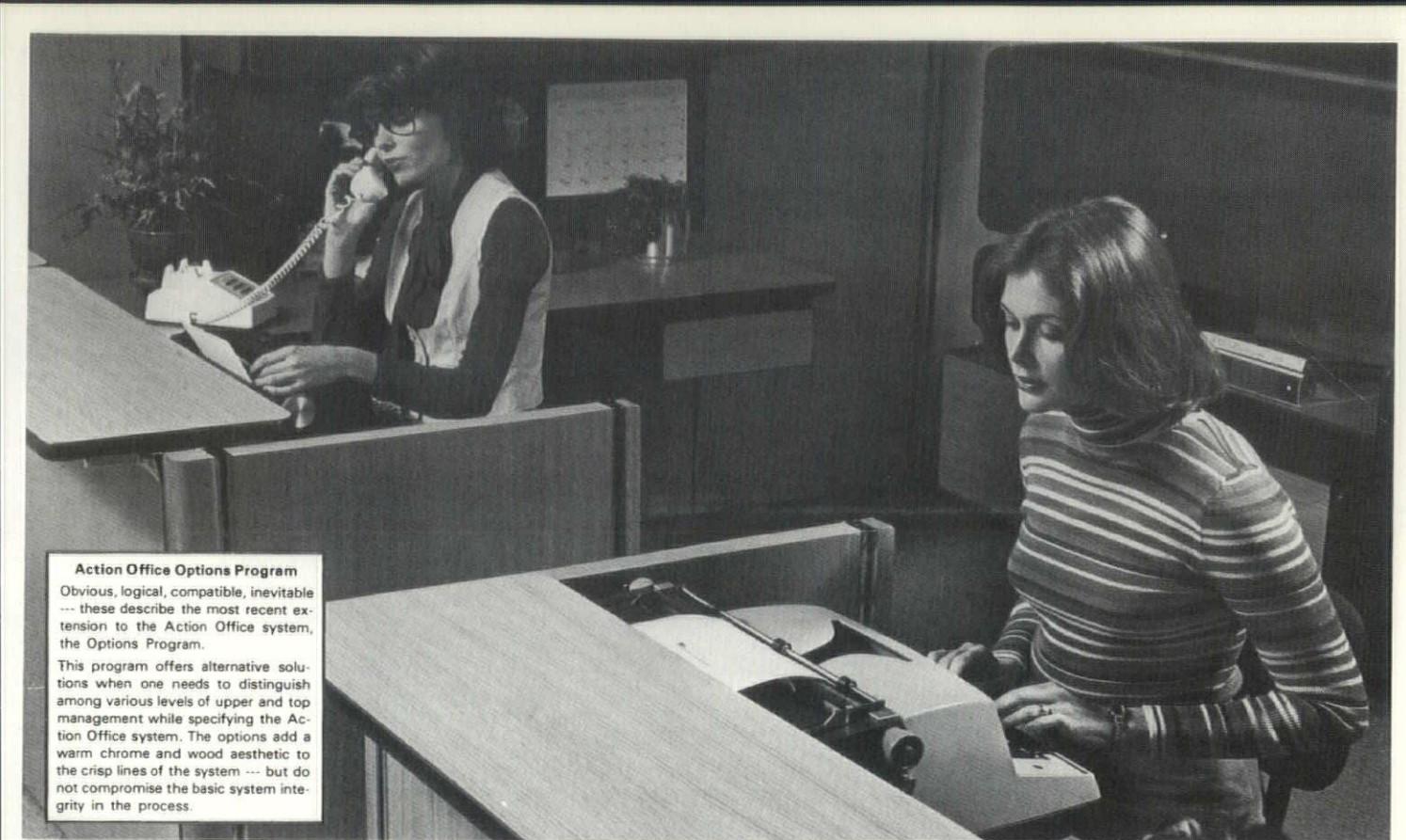
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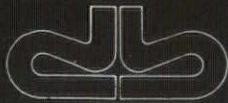
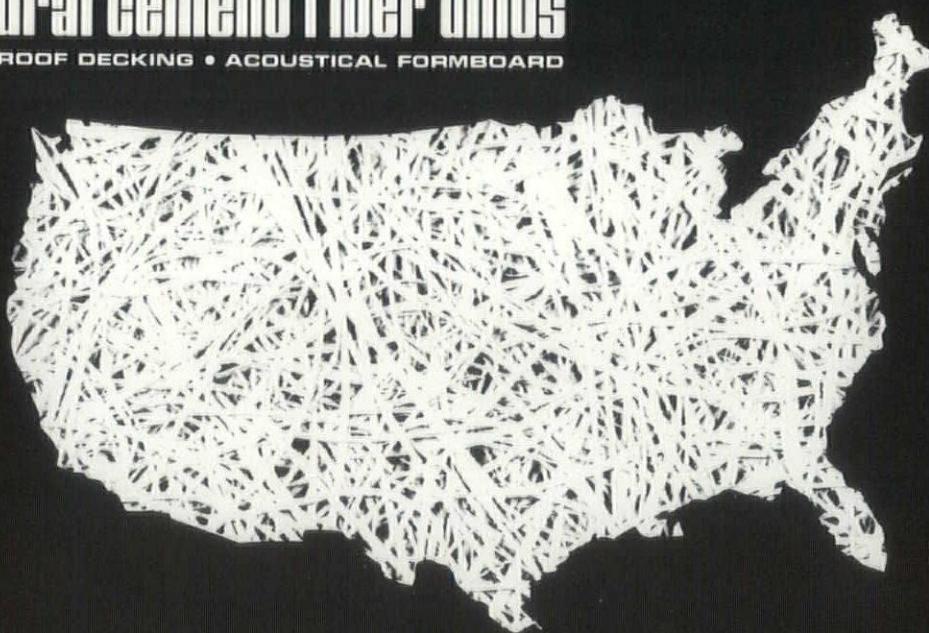


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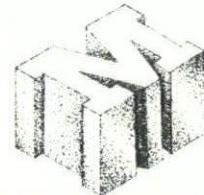


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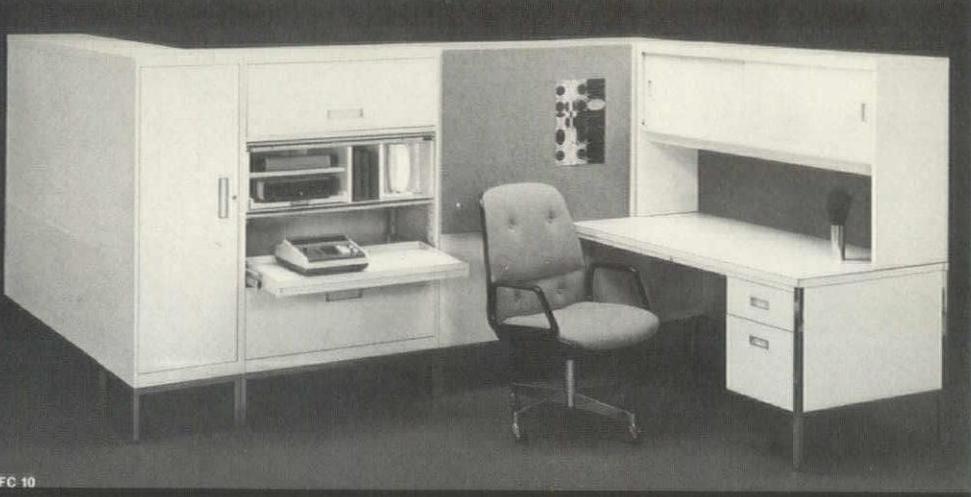
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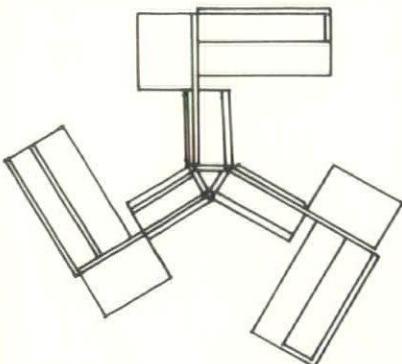


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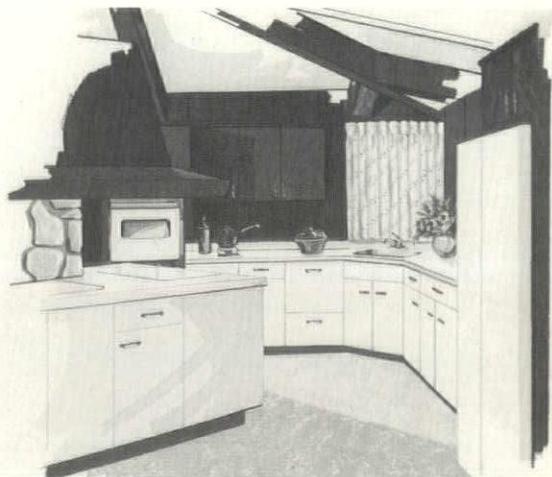
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